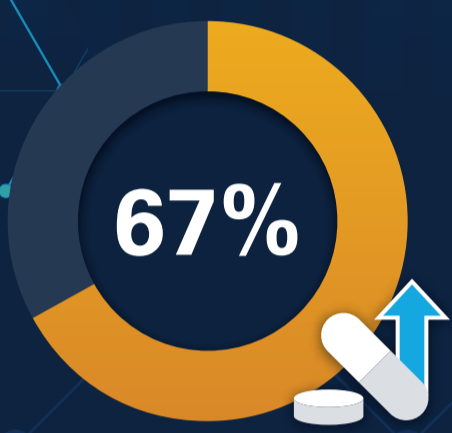


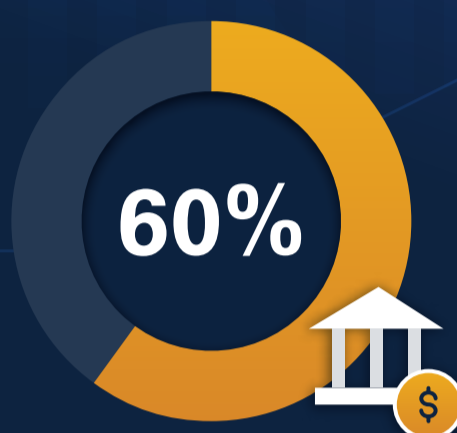
The state of **pharma** revenue in 2026



But GTN has only become more complex in recent years, and leaders believe it's due to these factors.



Pharmacy benefit managers' increasing demand and control



Expanding and evolving government pricing programs

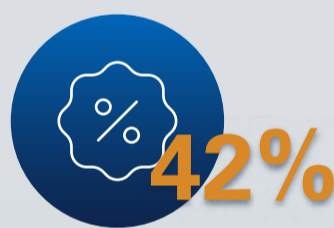


Proliferation of patient assistance programs and payer countermeasures

Fortunately, pharma leaders see opportunities to reduce revenue leakage across multiple distribution channels.



Commercial utilization rebates



340B discounts



Medicaid rebates

So, how do pharma leaders plan to take control of GTN?

3/4 have mostly or fully **automated** their regulatory compliance reporting capabilities.

97% use **AI solutions** for revenue management.

Data analytics is the **#1** area of revenue operations with the greatest potential for improvement.

6/10 have partially **integrated** their sales, rebate, and other GTN data across their revenue management program.

See how else leaders are overcoming challenges with revenue optimization and compliance.

Download the 2026 State of Revenue Report today at www.modeln.com/state-of-revenue-report-2026/